

Do the Green Thing Creative Brief for Earth Overshoot Day Digital Art

Campaign title: Creativity Against Earth Overshoot: Opportunities for Our Planet

August 13 is Earth Overshoot Day 2015, the approximate date when humanity has exhausted nature's budget for the year. We maintain our ecological deficit by drawing down local resource stocks and accumulating carbon dioxide in the atmosphere. Earth Overshoot Day has moved from early October in 2000 to August 13th this year!

Today, humanity uses the equivalent of 1.6 planets to satisfy our demands for natural resources as well as carbon dioxide absorption. Based on current projections of resource use and carbon dioxide emissions, we are on track to require the resources of two planets before mid-century. As the human population grows and global consumption continues to increase, we will make ever-increasing demands upon the forests, pastures, cropland, fisheries and other biologically productive areas of this planet we call home.

Can we all live well and within the means of one Earth? Or will we continue to overshoot our planet's capacity to support human life and biodiversity?

Global Footprint Network sees four major avenues for changing course:

- Cities: By 2050, 80% of the world population is expected to live in urban areas. Consequently, how local governments plan and build our cities is instrumental to shaping citizens' behaviour patterns and determining the amount of natural capital available to meet a population's demand. For instance, are houses built so that they require little energy? Is public transportation adequate?
- Energy: A large part of the Ecological Footprint is driven by fossil fuel use. Cities, states, and nations can set policies to promote renewable energy adoption in a number of ways, including tax rebates, cap-and-trade-systems, subsidies, and even carpool lane privileges.
- Food: How we meet one of our most basic needs — food — is also a powerful way to influence sustainability. Eating food that comes from local sources, is not highly processed, and does not rely heavily on animal products can lower the Ecological Footprint.
- Population: Investing in women and supporting them to have smaller healthier better educated families are also steps that are good for our planet.

For Earth Overshoot Day 2015, Do The Green Thing and Global Footprint Network invite you to photograph, illustrate or design artwork addressing these four avenues for changing our planet's course. We will award one participant £200 (\$310 USD) for their visually stimulating way of encapsulating one of these avenues of opportunity AND prominently feature their work on our www.overshootday.org website (to be live soon).

To submit your artwork please email it to hello@dothegreenthing.com along with your name and reasoning behind your piece.

Submissions will be open from 24th July and will CLOSE by 7th August.

The winner will be announced on 13th August to launch the www.overshootday.org website.

Helpful links:

www.footprintnetwork.org/overshoot

http://www.footprintnetwork.org/en/index.php/GFN/page/video_overshoot_explained/

[Global Footprint Network](#) promotes the science of sustainability by advancing the Ecological Footprint, a resource accounting tool that makes sustainability measurable. Together with its partners, Global Footprint Network works to further improve and implement this science by coordinating research, developing methodological standards, and providing decision-makers with robust resource accounts to help the human economy operate within the Earth's ecological limits.

Do The Green Thing is the award-winning environmental charity that uses the power of Creativity vs Climate Change to inspire people to be greener in their everyday lives.

Do The Green Thing engages world-class creative talent to make sustainable behaviour just as seductive, engaging and desirable as unsustainable behaviour.